

Spec. Code:	3294
Occ. Area:	02
Work Area:	215
Prob. Period:	6 mo.
Prom. Line:	None
Effective Date:	00/00/00
Last Action	Rev.

PUBLICITY-PROMOTION SPECIALIST

Function of Job

Under general supervision from a designated supervisor, to be responsible for publicizing and promoting and/or for cooperating in publicizing and promoting university-sponsored public function and service events. Additional responsibilities include assistance in purchasing or selling advertising space for university/agency events or publications.

Characteristic Duties and Responsibilities

A Publicity-Promotion Specialist typically –

1. plans and schedules programming and event coverage, coordinate promotional activities between departments (PPS 2)**
2. responds to requests for information from the media or other constituencies, writes press releases, prepares information for media kits (PPS 1) (Public Information series)
3. establishes or maintains cooperative relationships or liaison functions with representatives of community, employee or public interest groups (PPS 5??), maintains data base contact information such as mailing list or similar
4. develops edits news releases, photographs/images and prepares informational brochures for media outlets and similar publications (PPS 7)
5. develops public relations strategies to inform public or promote ideas, products, or services of the university/agency (PPS 8)
6. develops and prepares organizational publications for internal and external audiences which may include communications for informational programs conducted by the employer, develops and maintains internet or intranet web pages
7. confers with clients to provide marketing or technical advice
8. inspects layouts and advertising copy and edit scripts, review electronic media, and other promotional material for adherence to employer specifications (Adver Asst 3)

9. negotiates and purchases advertising space in publications and/or electronic media (Adv. Supervisor Spec), acts as liaison regarding topics such as contracts, selection of advertising media, or products to be advertised
10. negotiates and sells advertising space in university/agency publications or other electronic media (e.g., scoreboard during sporting contest) provides cost estimates, determines word, line, or day rates and calculates total, collects payments, reviews customer accounts and determines credit status, reconciles accounts (Adver Asst 4)
11. prepares advertising and promotional material, gathers and organizes information to plan advertising campaigns to increase sales of products or services, (Adv Sup 1) prepares scripts for radio or television advertising, initiates market research studies and analyzes findings
12. prepares budgets and submits estimates for program costs as part of campaign plan development
13. arranges public appearances, lectures, or similar to increase product or service awareness, coordinates or participates in promotional activities or trade shows, provides tours and assigns work space and other accommodations for guests such as media reporters and public relations personnel covering events of the organization and/or facility (PPS 6), provide support in group ticket sales for sporting events or other performances
14. performs other related duties as assigned

MINIMUM ACCEPTABLE QUALIFICATIONS

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. High school graduation or equivalent
2. Any one or any combination of the following, totaling four (3) years 36 months from the following categories:
 - (A) Bachelor's degree in public relations, advertising, integrated marketing communications, media marketing, organizational leadership, graphic design
 - 60 semester hours or an Associate's degree equals one (1) year (12 months)
 - 90 semester hours equals two (2) years (24 months)
 - 120 semester hours or a Bachelor's degree equals three (3) years (36 months)
 - (B) Progressively more responsible professional, managerial and supervisory experience that included experience in areas such as supervising staff or job function in sales promotion, public relations, marketing, journalism, and/or the preparation of advertising materials for mass media

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of newspaper, radio, and television news and advertising formats, layouts, and presentations

2. Ability to produce news and publicity items accurately and rapidly
3. Ability to work with the public and mass media representatives
4. Ability to speak in public
5. Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
6. English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
7. Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
8. Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
9. Computers and Electronics — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
10. Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.
11. Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
12. Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
13. Speaking — Talking to others to convey information effectively.
14. Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
15. Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
16. Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

17. Writing — Communicating effectively in writing as appropriate for the needs of the audience.
18. Coordination — Adjusting actions in relation to others' actions.
19. Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.
20. Time Management — Managing one's own time and the time of others.
21. Complex Problem Solving — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
22. Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.
23. Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.
24. Oral Expression — The ability to communicate information and ideas in speaking so others will understand.
25. Written Expression — The ability to communicate information and ideas in writing so others will understand.
26. Written Comprehension — The ability to read and understand information and ideas presented in writing.
27. Speech Clarity — The ability to speak clearly so others can understand you.
28. Speech Recognition — The ability to identify and understand the speech of another person.
29. Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.
30. Near Vision — The ability to see details at close range (within a few feet of the observer).
31. Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
32. Inductive Reasoning — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

*** Please note contained on this draft are the initials that generally correspond or reference current class specification(s)/duties. This information is provided as a general guide and will not encompass all duties or necessarily be an exact match to the current specificity/duty.*